



BUILD BETTER FOR LESS MONEY WITH

CELOTEX

BUILDING PRODUCTS

WHAT IS CELOTEX?

The word Celotex is a trade mark, registered in the United States Patent Office, and used to identify a large group of building products marketed by The Celotex Corporation through your local Celotex Dealer. Among the products described in this book are:

CELOTEX VAPOR-SEAL INSULATING SHEATHING Page 7

Used in place of ordinary sheathing, this material provides structural strength, efficient insulation, and an effective vapor seal at one cost.

CELOTEX VAPOR-SEAL AND STANDARD INSULATING LATH . Page 9

Used in place of other lath, these materials provide an excellent plaster base, efficient insulation, and a definite sound-deadening effect.

ANCHOR GYPSUM LATH AND CELOTEX ANCHOR PLASTER . Page 11

Made to conform to internationally famous Celotex quality standards, these products meet architects' and contractors' most exacting demands.

CELOTEX INSULATING INTERIOR FINISH Page 12

These materials offer the modern way to accomplish interior decoration, insulation, and quiet at a single cost.

WHITE ROCK WALL BOARD Page 22

This fireproof gypsum wall board is ideal for attic or basement recreation rooms.

CELOTEX HARDBOARD TILE Page 23

Modern kitchens and bathrooms call for the smooth, easy-to-clean beauty of Celotex Hardboard Tile.

CELOTEX ROCK WOOL BATTS Page 24

CELOTEX TRAFFIC TOP Page 24

CELOTEX TRIPLE SEALED ROOFING PRODUCTS Page 25

A complete modern line of highest quality asphalt shingles, siding, and roll roofing manufactured by a special process which insures extra years of service at no extra cost.

In certain territories Gypsum lath, sheathing, and wall board are sold by The Celotex Corporation, as selling agent and not as principal.





OF COURSE YOU'RE GOING TO INSULATE...

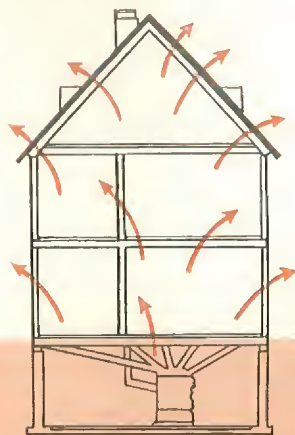
AN uninsulated house is an expensive house to heat—a fuel-waster, cold and drafty in winter in spite of everything you can do—and uncomfortably hot in summer. Eighty-three out of every hundred people who plan to build say they want insulation.

Thermal insulation may be any substance which obstructs the passage of heat. Built into the outer walls and top-floor ceilings (or under the roof), insulation saves fuel by keeping a larger proportion of heat inside the house. In summer, by a similar action, insulation halts heat from the sun, keeps the interior

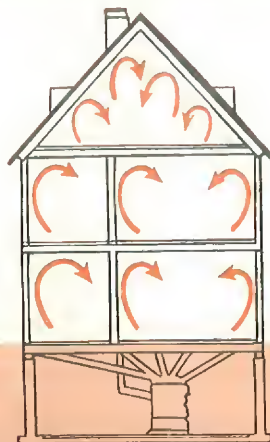
of your home cooler by several degrees than the outer temperature.

Many people believe they are insulating their houses when they put insulation into the top-floor ceiling—but this is only a partial job. Be sure to insulate your side walls, too!

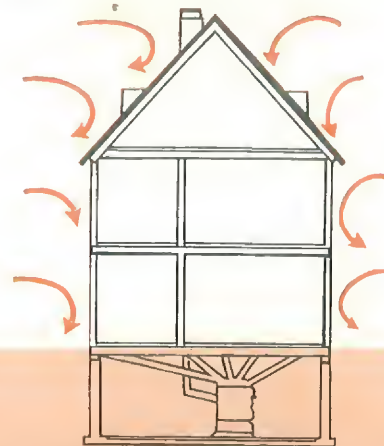
Good insulation pays for itself in fuel savings alone in a few years. It makes your house more comfortable to live in and easier to sell. According to government figures, it is easily possible for efficient insulation to save you one-fourth to one-third of your fuel bill every winter. Let these diagrams show you just how insulation works:



The uninsulated house leaks heat through walls and roof. It leaks out in winter and in during summer.



The insulated house conserves winter heat, saves fuel by preventing excess loss through walls and roof.



The insulated house turns back blistering sun rays in summer, keeping the interior cool.



This uninsulated house permits the rapid escape of costly heat through the roof, which causes snow to melt almost as fast as it falls.



Snow remains on the roof of this insulated house, showing that the owner is conserving heat, saving fuel, enjoying the benefits of greater comfort.



THIS IS A TYPICAL 6-ROOM HOUSE

•
UNINSULATED
IT USES 10 TONS OF COAL

THIS modern 6-room house is typical of thousands. It could be your house. It has 1500 square feet net of side wall area and 700 feet of top-floor ceiling area. There are 17 windows and three outside doors, with 170 square feet of glass and door area, and there are cracks around them which let in cold air.

Side walls—ceilings—glass area—cracks around openings—those are the four places where heat is rapidly lost in any house.

Let's say, for the sake of argument, that this house with no insulation will use 10 tons of coal during an average winter. You may use oil or gas heat, but the proportions will remain the same. The charts show you just how much fuel is required to overcome the four sources of heat loss—and how each of the losses can be effectively cut:

Of the 10 tons, 2.3⁺ tons go to replace heat lost through the top-floor ceilings of this house.

**COAL LOST
THROUGH CEILING
2.3 TONS**

4.4 tons of coal are used to replace heat which has escaped through side walls—the largest single heat-wasting area.

**COAL LOST
THROUGH SIDE
WALLS
4.4 TONS**

Heat lost through glass accounts for 2.2 tons of the required coal.

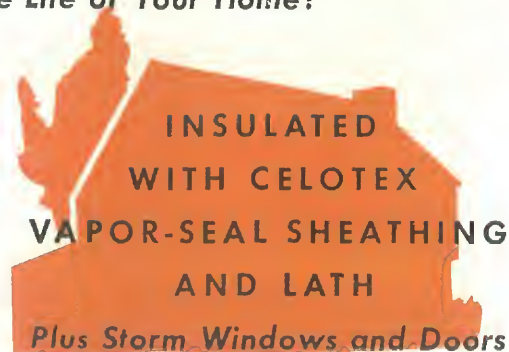
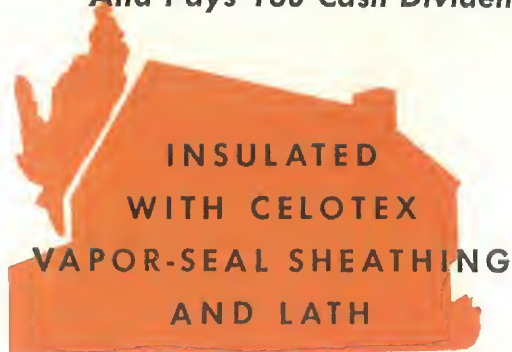
**COAL LOST
THROUGH GLASS
2.2 TONS**

Cold air coming in around windows and doors must be warmed—takes 1.1 tons of coal.

**COAL LOST AROUND
OPENINGS
1.1 TONS**

HERE'S HOW CELOTEX INSULATION PAYS FOR ITSELF QUICKLY

And Pays You Cash Dividends Every Year for the Life of Your Home!



USES 7.1 TONS OF COAL

The house has now been insulated with Celotex Vapor-seal Sheathing and Lath. Instead of 10 tons, only 7.1 tons of coal will be needed to maintain winter comfort in the same house during the same winter.

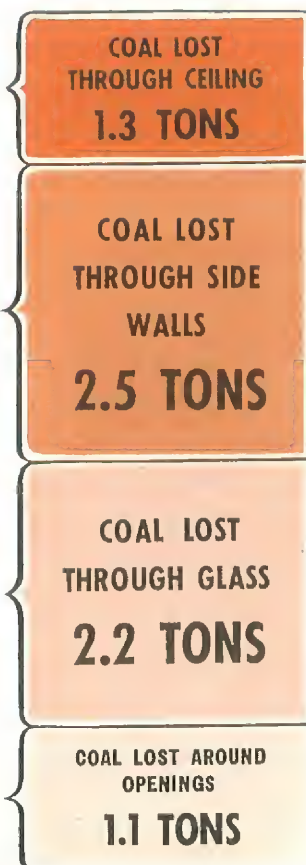
CELOTEX INSULATION SAVES 2.9 TONS OF COAL!

Thanks to 1" Celotex Vapor-seal Lath insulation, less heat escapes through top-floor ceilings—and only 1.3 tons of coal are required to replace that loss.

$2\frac{5}{8}$ " Celotex Sheathing and $\frac{1}{2}$ " Lath have reduced heat loss through side walls, so that now only 2.5 tons of coal are needed to make up this loss.

Celotex Insulation does not affect heat loss through glass, so this figure is still 2.2 tons.

Cracks around doors and windows are not affected by Celotex Insulation.



USES 5.4 TONS OF COAL

In addition to Celotex Vapor-seal Sheathing and Lath Insulation, the same house has now been given the added protection of storm windows and doors. All four heat losses have now been economically reduced. We need only 5.4 tons of coal to keep the same house at the same comfort levels.

**CELOTEX INSULATION SAVES 2.9 TONS
STORM SASH SAVES 1.7 TONS**

Same as in previous diagram. The 1" Celotex Lath Insulation **MUST** be installed at the time your house is built.

Same as in previous diagram. The Vapor-seal Sheathing and Lath Insulation **MUST** be installed at the time your house is built.

With storm windows and doors, this loss is cut to .9 tons. This protection can be added at any time after the house is built.

Storm sash and doors cut this loss to .7 tons. This protection can be added at any time after the house is built.



Be sure to include SIDE WALL and CEILING insulation in your plans—Specify Celotex



TO INSULATE ROOF AND NOT
SIDE WALLS IS LIKE WEARING
A MACKINAW AND NO PANTS!

SIDE WALLS . . .

ARE YOUR LARGEST HEAT-WASTING AREA

*It Is All-Important That They Be Insulated
When Your Home Is Built*

THERE are more square feet of heat-wasting area in the side walls of a house than in any other single factor of fuel waste! And the *only* time these walls can be insulated efficiently and economically is at the time they are being built!

If it becomes a question of cutting costs, you can add roof or top-floor-ceiling insulation later on, without any appreciable price penalty or sacrifice of efficiency. Storm sash can be added at any time, without increasing their cost. But side wall insulation, to do its job well and permanently, *must be built into the walls before they are completed.*

You would hardly venture out into a blizzard wearing a mackinaw—without protection for your legs! Yet that is what it would amount to, if you built roof insulation into your new home and left the side walls uninsulated. Side-wall leakage lets drafts in. Side-wall leakage is what made the “north bedroom” a veritable cold storage plant in your grandmother’s uninsulated house.

Be sure you provide insulation of proved efficiency for your side walls at the time your house is built!





CELOTEX VAPOR-SEAL SHEATHING

... USED IN PLACE OF ORDINARY SHEATHING ...

DOES **3** JOBS AT ONE LOW COST

EVERY frame, brick veneer, stone veneer, or stucco house requires sheathing. This is the material which, nailed to the studding, first encloses the building. In old-fashioned construction, wood boards were used for this purpose. This wood sheathing was then covered with building paper, after which the wood siding, brick veneer, stone veneer, or stucco was then added to complete the wall.

Today, big, rigid boards of Celotex Vapor-seal Sheathing *replace* ordinary sheathing. Actual tests have proved repeatedly that this material provides *more* structural strength. In addition, at the one cost, it furnishes *insulation* of proved efficiency and the *vapor seal* so necessary with modern air-conditioning heating plants. In milder climates, this vapor seal is equally important as a preventative of troublesome condensation on walls.

Two ordinary expenses—sheathing and building paper—are eliminated, making the net installed cost of your guaranteed Celotex Vapor-seal Sheathing very low indeed! *In fact, its cost in many markets is actually no more than that of ordinary wood sheathing.* Ask your Celotex Dealer about it!

Celotex Vapor-seal Sheathing 4 feet wide is nailed with four rows of nails, giving bracing strength equal to diagonal wood sheathing, and *far greater than horizontal wood sheathing.* Easy to handle, it goes up fast, stays put!

Cut into a piece of Celotex Vapor-seal Sheathing. See the millions of closely knit fibres which form the insulation—the surface impregnations of asphalt and aluminum providing the needed vapor seal!



CELOTEX VAPOR-SEAL SHEATHING

*Means a **STRONGER** Sheathing, without Cracks or Knot Holes for Heat Leakage*



THIS photograph shows the famous turnbuckle test, made by Columbia University, the University of Minnesota, and many other recognized authorities, which proves that Celotex Vapor-seal Sheathing has far greater bracing strength than horizontal wood sheathing.

Frames of equal size are built side by side, one covered with wood sheathing and the other with Celotex Sheathing. Then a turnbuckle is used to exert equal pulling power on both panels. The Celotex panel always holds its position, while the panel built with wood sheathing is drawn out of shape. Thus, is proved that with Celotex Vapor-seal Sheathing, you are assured a rigidly framed house which will resist distortion due to wind pressure or settling strains. This also reduces the chances of cracked plaster.

Furthermore, there are usually knot holes and cracks in wood sheathing—but every board of Celotex Vapor-seal Sheathing is perfect, free from openings of any sort, wind and weather-tight! No wonder it prevents drafts and heat leakage. Ask your Celotex Dealer!

NEW CENTER MATCHED VAPOR-SEAL SHEATHING

Applied Horizontally, Makes Weather-Tight Wall

CONTRACTORS and carpenters are enthusiastic in their praise of the new Celotex Center Matched Vapor-seal Sheathing, which comes in boards two by eight feet with tongue and groove running the long way. They say this smaller size makes the boards easy to handle, and that applying them horizontally gives a maximum of bracing strength.

There is no possibility of heat-leakage through cracks, since the center matched feature effectively closes horizontal joints, and all vertical joints occur on studding. Ask your local Celotex Dealer about this latest development in Celotex Vapor-seal Insulating Sheathing.



CELOTEX VAPOR-SEAL LATH

IN OUTER WALLS AND TOP-FLOOR CEILINGS

Meets 3 Requirements at 1 Low Cost

EVERY home with a plastered interior must have some kind of lath or plaster base. Celotex Vapor-seal Insulating Lath meets that requirement—furnishes an excellent plaster base. But in addition, at the same initial cost, this proved material provides efficient modern insulation for outer walls and top-floor ceilings, *plus* a scientifically correct vapor seal to prevent harmful moisture condensation in between-wall space.

Lathers and plasterers like to work with Celotex Vapor-seal Lath. It goes up easily, bends safely around moderate curves, insures a wall permanently free from ugly, disfiguring lath marks. Moreover, it reduces the chance of plaster cracking by providing a continuous uninterrupted plaster base which adds strength to the entire building.



By providing a continuous plaster backing and a strong, uninterrupted bond between plaster and lath, Celotex Vapor-seal Lath reduces chance of plaster cracks.

CELOTEX LATH ON INNER WALLS

Deadens Sound... Confines Noise

BE sure to use standard Celotex Insulating Lath *for the inner walls* of your home—for its strength, its freedom from lath marks, and its remarkable sound-deadening efficiency.

Noise, like heat, has trouble penetrating those closely-knit cane fibres with their millions of dead-air cells. This sound-deadening efficiency helps keep street noises from coming in, helps confine inside noises—radio, laughter, children at play—to the rooms where they originate. To make your home truly modern, use Celotex Lath on all walls to insulate it against noise as well as fuel waste. Ask your Celotex Dealer!



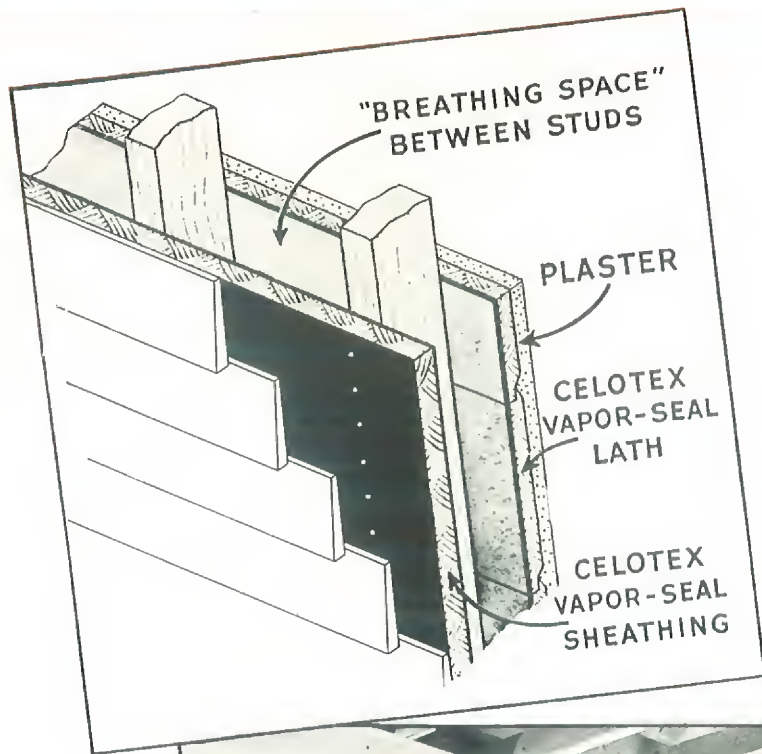
Joyous laughter and music from below, the detective story with its gun shots in the next room, are filtered from baby's room by sound-deadening Celotex Lath.



Ugly, disfiguring lath marks are permanently prevented in your home when your walls are plastered to solid, unbroken wall provided by Celotex Insulating Lath!

"Breathing Space" CONSTRUCTION

PERMITS EVAPORATION, KEEPS WALLS DRY AND SOUND



"Breathing space" in walls is important. It permits evaporation of any moisture which may penetrate between walls, and is a definite aid in keeping wood dry and sound through years of service.

WHEN you insulate with Celotex Vapor-seal Sheathing and Vapor-seal Lath, this important breathing space is kept open. Recommended Celotex construction calls for $2\frac{5}{32}$ " Vapor-seal Sheathing combined with $\frac{1}{2}$ " Vapor-seal Lath for the walls, and 1" Vapor-seal Lath on top-floor ceilings. This gives you complete, efficient insulation, *guaranteed in writing for the life of the building.**

You actually pay for insulation, whether you get it or not! You pay for it, in actual cash paid out for wasted fuel. On the other hand, if you finance your house over 20 years, any slight increase in your initial payment to include Celotex insulation is more than covered by your fuel savings the first winter. From that time on, every year of the 20, your Celotex Insulation pays you a dividend as high as 200% to 300%!

* See page 21.



Because of Celotex insulation on both sides of the studding, this house will be warmer in winter and cooler in summer; it will be less costly to heat, more healthful to live in.

ANCHOR GYPSUM PRODUCTS

ARE FIREPROOF, PERMANENT, ECONOMICAL

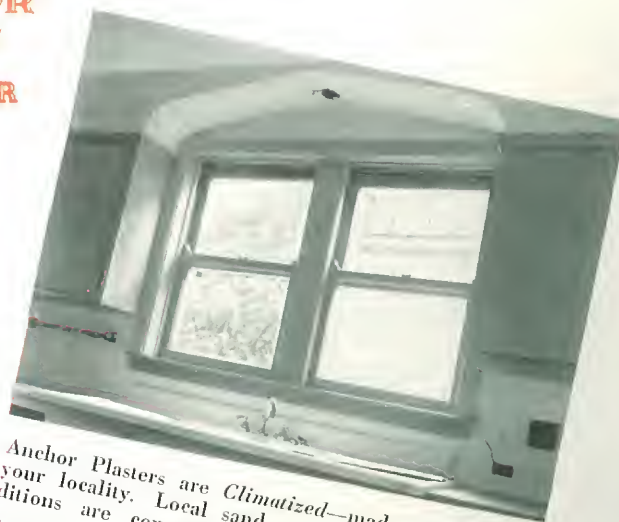


Anchor Gypsum Lath is made from selected fireproof gypsum rock scientifically processed according to most approved modern methods. Cast between strong fibered, durable paper chosen because of the excellent bond it forms, this lath provides a firm, permanent bond for plaster—insuring strong, permanent walls.

Lathers and plasterers like to work with Anchor Lath. And you'll admire the beauty of the finished walls obtained by plastering over this sturdy plaster base.



Plastered walls are preferred by an overwhelming majority of home builders, and the choice of Anchor Plaster for your new home insures a product completely in keeping with the high quality standards always associated with any Celotex Product. Ask your local Celotex Dealer for complete information.



Anchor Plasters are *Climatized*—made to order for your locality. Local sand, water, and weather conditions are compensated for during manufacture. Anchor Plasters include a complete line of superior products, made from selected fireproof gypsum to give you any desired architectural effect.

Beautiful CELOTEX INTERIOR FINISH

BUILDS, DECORATES, INSULATES—AT ONE COST!



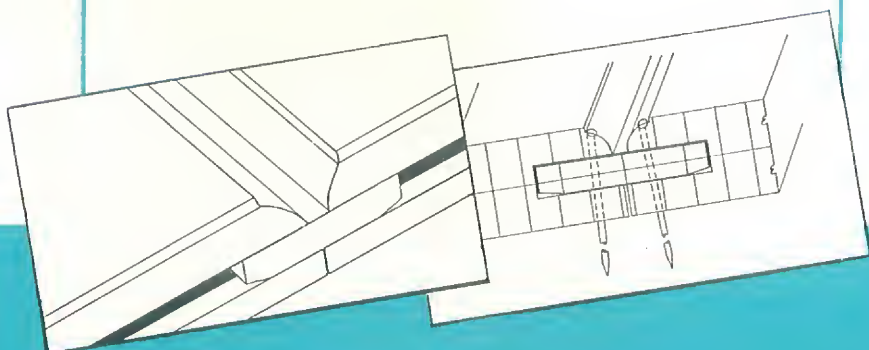
NORTH, East, South, West, America is discovering the beauty and economy of Celotex Insulating Interior Finish! Instead of insulating, lathing, plastering, and decorating, thousands of home owners are using this modern method of meeting all four requirements with one material, in a single operation!

Celotex Key Joint Units, for example, furnish a full three-quarters inch of efficient insulation. Applied direct to open framing, they design as they build, requiring no sawing or cutting except at room borders and openings. All edges of each unit are beautifully detailed; the patented spline conceals open cracks. And their factory-applied finishes of rich, smooth color (Ivory, Buff or Green) do away with further need for decoration. (See photo on page 17.)

Celotex Insulating Plank and Tile, available in many tints and textures, likewise combine decoration and insulation. Be sure to have your own Celotex Dealer show you samples and demonstrate the many beautiful effects which can be achieved so easily—and so economically!

CELOTEX KEY JOINT UNITS DESIGN AS THEY BUILD

You can see in the drawing below how beautifully all edges of Celotex Key Joint Units are detailed—and how the spline hides cracks. Nail heads are hidden in the depth and shadow of the joints.



HERE'S BEAUTY, WARMTH,
AND CHARM APLENTY!



**A GRACIOUS LIVING ROOM
WITH "HOMELY COMFORT"**

Authentic English Provincial in style, this cozy, livable room uses Celotex Plank horizontally below the chair rail and vertically in a lighter finish above. Celotex Hardboard Moulding makes the interesting cornice, with Celotex Plank in random widths for the ceiling. The corner cupboard is of Celotex Studio Board painted white.



ATTIC DEN SAVES FUEL FOR WHOLE HOUSE

Two worthwhile purposes were accomplished by this Celotex-finished attic den: First, the whole family gained a cozy, secluded spot for lounging or recreation, cool in summer and warm in winter. Second, fuel bills were cut, because the Celotex Interior Finish acts as insulation, reduces heat loss through the roof.



ATTIC ROOM FOR "TEEN-AGE" GIRL

by editors of "BETTER HOMES & GARDENS"

● Here's a room that caters to every whim of the "young lady of the house"—a place to sleep, study, sew, or hold little informal social gatherings with school chums. It's a room she'll not only love, but one she will love *you* for giving to her—and you *can* so easily!

Completely planned and furnished by the editors of Better Homes & Gardens Magazine for a girl, this room could be quickly adapted to the use of a boy, or two boys. And the Celotex Interior Finish Products used not only mean low cost, easy heating in winter and cool comfort on hot summer days—but a definite aid in cutting fuel bills for the whole house as well. Because the proved insulating value of these products helps prevent the escape of valuable heat through the roof.

THERE'S NO LIMIT TO THE



Genuine selected walnut veneer adhered to Celotex Plank to make Celotex Textbord gives this room all the beauty of solid panelled walls. Available also in mahogany and ayodire, Textbord is ideal for panelled dens, living rooms, dining rooms, or halls.

LOVELY EFFECTS POSSIBLE WITH CELOTEX INSULATING INTERIOR FINISH



★ A recreation room that's ready for a rumpus or a quiet game of bridge! Celotex Key Joint Units, the insulating interior finish material that designs as it builds—easily makes possible attractive playrooms like this in either new or old basements. ★

THE ACTUAL NET COST OF CELOTEX

Used in Constructing Your New Home



COMPLETELY INSULATED
\$93³⁰
NET
FOR FUEL SAVINGS and COMFORT



COMPLETE INSULATION
\$85⁰⁰
NET
FOR THIS BIG 6-ROOM HOUSE



7 BIG ROOMS . . 2 BATHS
\$95⁰⁰
NET
FOR COMPLETE INSULATION

W. W. Norris, President of the well known Walter Norris Company, Chicago, says, "Because Celotex Insulation does a triple job—builds, vapor-seals, and insulates—at one cost, I will duplicate this large 6-room home, in the Chicago area, and the cost of complete Celotex Insulation will be only \$93.30."

"Because Celotex Insulation builds, insulates, and vapor-seals at one cost, complete insulation in this big 6-room house cost only \$85 net!" says W. T. Nagle, Saginaw, Michigan, Designer and Builder. Low net costs are possible because Celotex Insulation replaces other materials, contributes structural strength!

In this charming suburban home the difference between uninsulated construction and complete insulation with Celotex Vapor-seal Sheathing and Lath was less than \$95! The owner actually gets \$335 worth of guaranteed insulation, but pays far less because Celotex eliminates \$235 worth of other materials!

INSULATION IS AMAZINGLY LOW!

... Or as Insulating Interior Finish!



16' x 24' ATTIC DEN

\$104⁰⁰*

FOR FAMILY FUN

THE WHOLE FAMILY ENJOYS THIS FUN ROOM

Dad's guns and golf trophies, mother's books and easy chair, the children's ping-pong table find ample room up under the roof in what was "forgotten space." The beamed ceiling adds that outdoor "woods" look . . . and the cost of Celotex Interior Finish plus the labor of putting it on was only \$104.00.*



16' x 12' ATTIC BEDROOM

\$70⁰⁰*

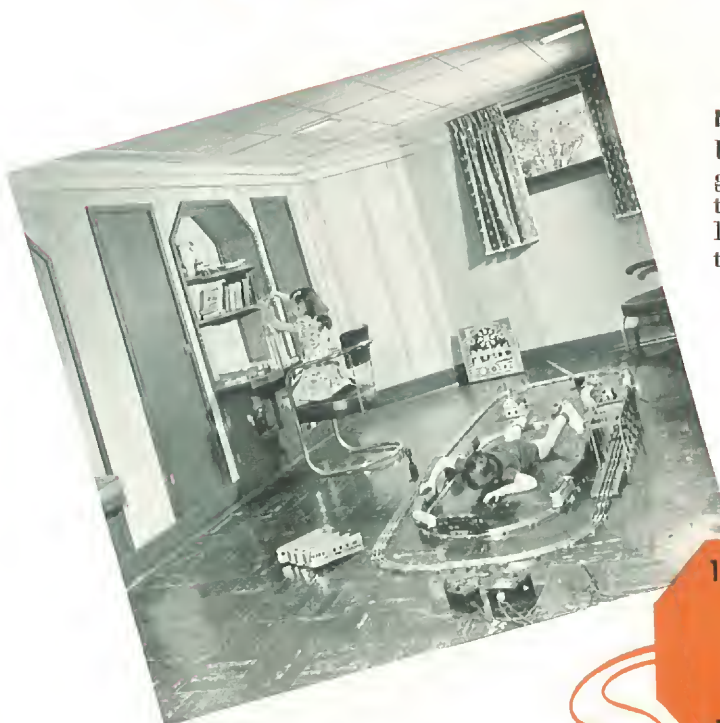
PLEASANT AND SNUG

NOBODY'S SCOLDED WHEN TOYS AREN'T PICKED UP

Up here, away from spic-and-span rules, it's fun to get out the playthings while the rain's drumming on the roof! And when the sun comes out and toys are left strewn around, nobody gets scolded, because they're in nobody's way! This room—only \$70.00.*

UNDISTURBED BY MOTHER'S GUESTS!

Clear the track for the Streamliner! And if there's a noisy wreck, mother's afternoon guests up in the living room won't know it! Give your children a basement room of their own, like this, in your new home. At \$84.80* this attractive room is a bargain in undisturbed recreation!



13' x 17' BASEMENT ROOM

\$84⁸⁰*

THE CHILDREN'S OWN

*For the size room shown, including both Celotex Insulating Interior Finish and labor to apply it. Cost will vary, of course, with room conditions and dimensions, and local labor costs.

CELOTEX CANE FIBRE INSULATION

***Permanently Protected Against Termites and Dry Rot—
Guaranteed in Writing for the Life of the Building****

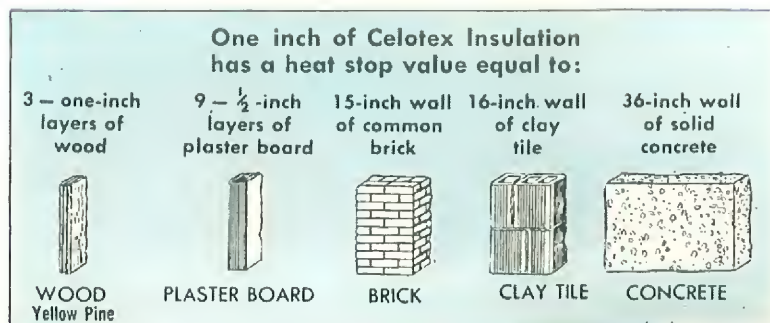


Originally a tropical insect, the termite is now active in most of the 48 states, his destructive action on wood causing millions of dollars damage every year. But he will never attack your Celotex Cane Fibre Insulation, protected by the exclusive, patented Ferox Process!

THE Celotex Corporation is the world's largest manufacturer of structural insulation. As a pioneer in this field, this organization discovered the insulating value of long, tough fibres of bagasse (sugar cane) and developed the process by which these fibres are made into big, rigid boards.

All Celotex Cane Fibre Products are manufactured under the Ferox Process (patented), an integral chemical treatment toxic to fungus growth, dry rot, and termites (white ants), which effectively protects them against these agencies of destruction.

Not only is Celotex Cane Fibre Insulation economical because of its replacement of other building materials but also because it pays for itself over and over again in fuel saved. In addition Celotex Insulation is **GUARANTEED IN WRITING FOR THE ENTIRE LIFE OF YOUR HOME!*** Read this binding guarantee carefully, as shown on the opposite page, and see for yourself how it safeguards your insulation investment!



**This guarantee, when issued, applies only within the boundaries of Continental United States.*



ONLY

CELOTEX GUARANTEED INSULATION FURNISHES THIS WRITTEN LIFE-OF-BUILDING GUARANTEE

Safeguards Your Insulation Investment as Long as Your Home Stands!



CELOTEX 2500
REG. U.S. PAT. OFF.

NUMBER

**Life-of-Building Guarantee
Celotex Cane Fibre Insulation Board**

This guarantee covers a total of approximately _____ square feet of Celotex Cane Fibre Insulation Board applied _____ in the _____ state _____

as _____ city _____

located at _____ address _____

This CELOTEX Product is GUARANTEED to maintain insulating efficiency for the life of the building —
this CELOTEX Product is GUARANTEED to provide structural strength —
this CELOTEX Product is GUARANTEED to give lasting fuel economy —
this CELOTEX Product is GUARANTEED against destruction by termites —
this CELOTEX Product is GUARANTEED against destruction by dry rot —
this CELOTEX Product is GUARANTEED to be water repellent —
this CELOTEX Product is GUARANTEED to reduce noise —
this CELOTEX Product is GUARANTEED not to settle away from the framework —
this CELOTEX Product is GUARANTEED against loss of insulation efficiency upon painting or plastering —
this CELOTEX Product is GUARANTEED to meet Dept. of Commerce commercial standards CS42-32
and U. S. Federal specifications LLL-F321a —

—and we will, at any time, during the life of said building, furnish without cost to the owner or owners thereof, a sufficient quantity of new Celotex Cane Fibre Insulation Board to equal the Celotex Cane Fibre Insulation Board covered by this guarantee which our examination shall disclose to our satisfaction to have failed to comply with any part of this guarantee, provided said Celotex Cane Fibre Insulation Board has been used or treated in complete accordance with Celotex Cane Fibre Insulation Board specifications as published and effective on the date of the installation of said Celotex Cane Fibre Insulation Board or on the date of this guarantee and said building has not been misused, neglected, moved or subjected to accident and at all times has been kept, and at the time of any claim hereunder is, in good repair, free from malicious attack and weatherproof.

This guarantee is in lieu of all other guarantees, warranties or representations, expressed or implied. No one is authorized to assume any other liability for us in connection with our products. This guarantee is not valid unless sealed and countersigned.

DATED at Chicago, Ill. _____

THE CELOTEX CORPORATION

Special Officer

President

WORLD'S LARGEST

WHITE ROCK GYPSUM WALL BOARD

Builds Beautiful Walls Quickly, Easily, Economically!



See the smooth, unbroken beauty of White Rock Wall Board as used in this handsome living room!



White Rock Wall Board hastens the occupancy date of a home—there's no delay waiting for plaster to dry!

• • •

You can hold a blow torch flame right against the surface of White Rock Wall Board without danger of setting it alight. Gypsum rock doesn't burn!

WITH the rapid increase in popularity of "dry-built" construction for homes, new thousands of owners every year are making use of White Rock Gypsum Wall Board for interior finish throughout the house.

White Rock Wall Board has a core of fireproof gypsum rock, with a beautifully finished surface ready for decoration—or it can be left in its natural state for walls of distinction, attractiveness and dignity.

Or you may let White Rock Wall Board do its own decorating, by selecting one of the new grain finishes which give your room the beauty of wood paneling!



CELOTEX HARDBOARD TILE

Makes Smart KITCHEN AND BATHROOM WALLS

Kitchens and bathrooms are given the final touch of modern beauty and smartness by Celotex Hardboard Tile—moisture-proof, colorful, easily cleaned!

The beautiful smooth finish of this modern material takes paint or enamel perfectly, enabling you to follow any desired color scheme while having the neatly squared tile effect which is so popular in today's kitchens and bathrooms.

Especially favored is the combination of Celotex Hardboard Tile for walls, with Celotex Hard Board for work table and counter tops, under cupboards or adjoining sinks.

Ask your Celotex Dealer to show you samples of these products!

Spic and span and neat as a pin! That's the invariable effect of bathrooms like this, when finished with Celotex Hardboard Tile.

• • •

Bathroom walls can't help getting spattered, but the spots wipe off in a jiffy when moisture-proof Celotex Hardboard Tile is used.



Back of stove and sink, easily cleaned Celotex Hardboard Tile makes kitchens smart, modern, easy to clean.

Inviting, isn't it? And your new kitchen can be equally so, at small cost, with walls of Celotex Hardboard Tile!



CELOTEX ROCK WOOL BATTS

PAPER-BACKED

Efficient, Permanent, Wall Thick Insulation

Vapor-proof, Vermin-proof, Fireproof



MAKE your home snug and warm in winter; cool and comfortable in summer. Celotex Rock Wool Batts act like a blanket to keep heat inside in winter and outside in summer. Icy winds or blistering sun — the fluffy, flexible, water-proofed fibers of Celotex Rock Wool paper-backed batts are equal to job of providing year-round insulation.

Made from selected minerals, Celotex Rock Wool is clean, lightweight, fireproof, efficient. Formed into batts, backed with a vapor-proof paper membrane, it fits snugly between standard joist and stud framing without settling. For high efficiency insulation, ask your Celotex Dealer about Celotex Rock Wool.

CELOTEX TRAFFIC TOP

*The Ideal Surfacing for Roof Decks Over Porches or
Garages, As Well As for Basement
Recreation Room Floors*

CELOTEX Traffic Top, the most modern surfacing for exposed roof decks or basement floors, is impervious to weather and resilient under foot. It prevents moisture condensation on concrete basement floors.

Available in colors, this improved roof surfacing deadens sound and protects built-up roofing from all kinds of weather. It is permanently protected against termites and dry rot by the exclusive, patented Ferox Process.

If you have been considering tile for either or both of the above purposes, you will be delighted to find how much less expensive Celotex Traffic Top is—and how completely it meets all requirements.



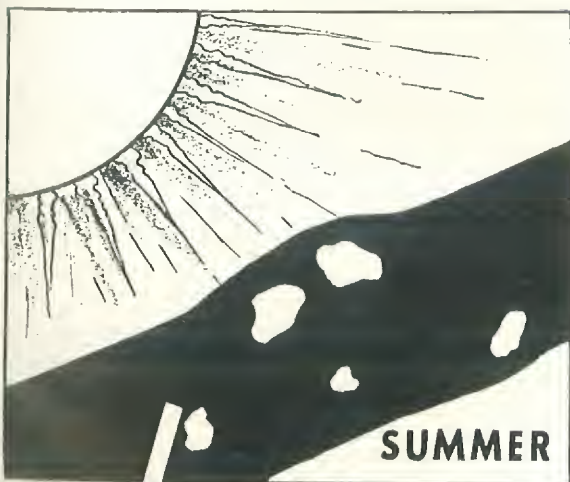
Insist on **CELOTEX** REG. U. S. PAT. OFF. TRIPLE SEALED SHINGLES

*Extra Years of Service at
No Extra Cost!*



WINTER

Tiny air and moisture bubbles, trapped inside roofing felts during manufacture, contract with cold...



SUMMER

...and expand with heat, weakening the structure and eventually leading to trouble. The Celotex Triple Sealed Process drives out pocketed air and moisture—gives 3-way protection!

The roof of your home will be its most important single factor of protection from weather. When you buy that protection, you want as many years of service as you can possibly get for your money. You want a roof which will not only give you full protection for a maximum span of years, but which will be in keeping with the architecture of your home—styled for beauty and color.

Since fire insurance is one of the important items to consider in figuring costs, you want a roof which entitles you to a low fire insurance rate.

Insist on Celotex Triple Sealed Shingles—for extra service at no extra cost—for the utmost in modern style and beauty—and for insurance savings! The Celotex Triple Sealed manufacturing process gives you three-way protection from rain, heat, wind, and snow.

- (1) **INNER SEALED**—By special process, asphalt is forced into felt base from one side only! Air and moisture are driven out ahead of the asphalt.
- (2) **OUTER SEALED**—The saturated base is next dipped in an asphalt bath—encased in a second seal.
- (3) **FACE SEALED**—Finally, a tempered mineral-filled asphalt coating is applied—thus forming a tough, durable third seal.



Celotex Triple Sealed Shad-O-Grain Shingles.

Safeguard Your Investment

WITH

CELOTEX

REG. U. S. PAT. OFF.

TRIPLE SEALED SHINGLES



WHEN you have moved into your new home, you won't be thinking of the roof very often. It's up where you don't notice it, and you forget about it. That's why it's important to have a roof you can safely forget for years and years!

Celotex Triple Sealed Shingles give you such a roof. They'll stay up there, protecting your home under the blistering heat of summer sun, the icy blasts of winter storms, year in and year out. Because of the Celotex Triple Sealed manufacturing process, these shingles contain no tiny bubbles of air and moisture to expand and contract, to cause trouble.

And the mineral granules which give these shingles their beautiful modern colors are tested and proved for color permanence! Years from now, your roof will have the same rich beauty as the day it was laid!

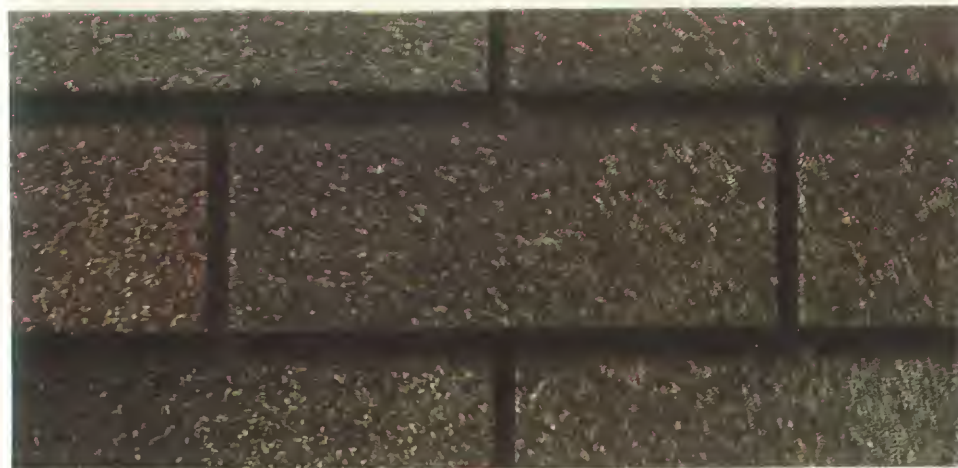
Safeguard your home investment with Celotex Triple Sealed Shingles—the roof you can safely forget!



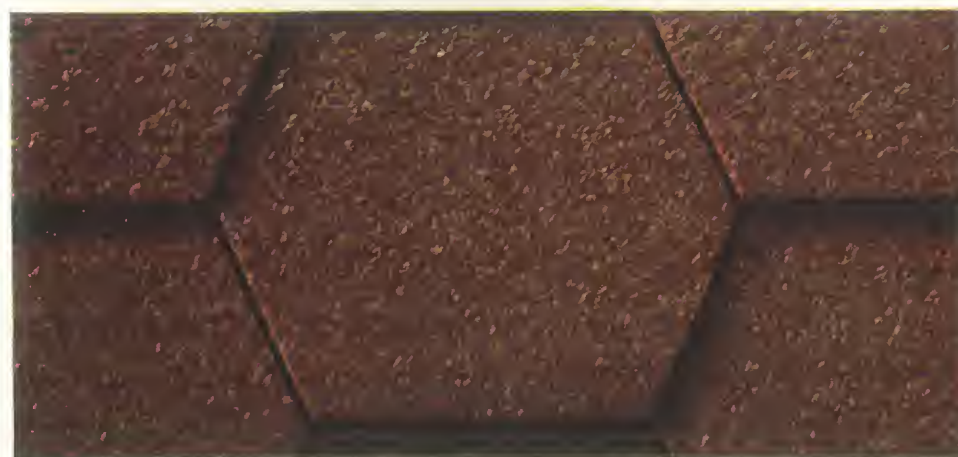
YOUR CHOICE OF LATEST STYLES AND COLORS



Celotex Shad-O-Grain Shingles present a delightful weathered wood grain effect built up on the shingle for added shadow depth which harmonizes with any style of architecture. Available in Green Blend, Gray Blend, Red Blend, Brown Blend.



Celotex Three-Tab Thick Butt Shingles have an extra coat of asphalt and granules for extra protection on exposed area. They are offered in Red Blend and Green Blend, Lawn Green, and other beautiful colors.



Long a favorite style, Celotex Standard Hexagonal Shingles present a fine appearance on almost any style house. Available in your choice of Old Standard Red, Blue Black, Brick Red, Old Standard Green, Lawn Green, Aluminum, Purple Slate Blend, and Blue.

Many other styles available — See your Celotex Dealer!

BE SURE TO GET ACQUAINTED WITH YOUR **CELOTEX DEALER**



Let Him Help You Build BETTER for LESS with CELOTEX PRODUCTS

Your own local Celotex Dealer has had years of experience in the building business. It is part of his job to know about the latest money-saving developments in home construction. And you will find him full of friendly interest in your own problems, no matter what type or price home you may be planning.

Ask him lots of questions! Get him to show you Celotex-insulated homes which have recently been completed—

or are now being built—right in your community. He'll be glad to introduce you to people who have lived within the comfort of Celotex Insulation for years—and be sure to ask *them* about it!

Your Celotex Dealer has worked closely with architects and contractors. He can, if you wish, help you get an F.H.A. loan. And he has full information on the Celotex-F.I.C. Budget Plan for remodeling, should you decide to enlarge your home at some future date. In short, his experience in everything pertaining to the planning and building of homes is entirely at your disposal—without obligation. His advice and counsel should help you build a better home than you would otherwise have—for less money than you would otherwise pay!



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PRODUCTS

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